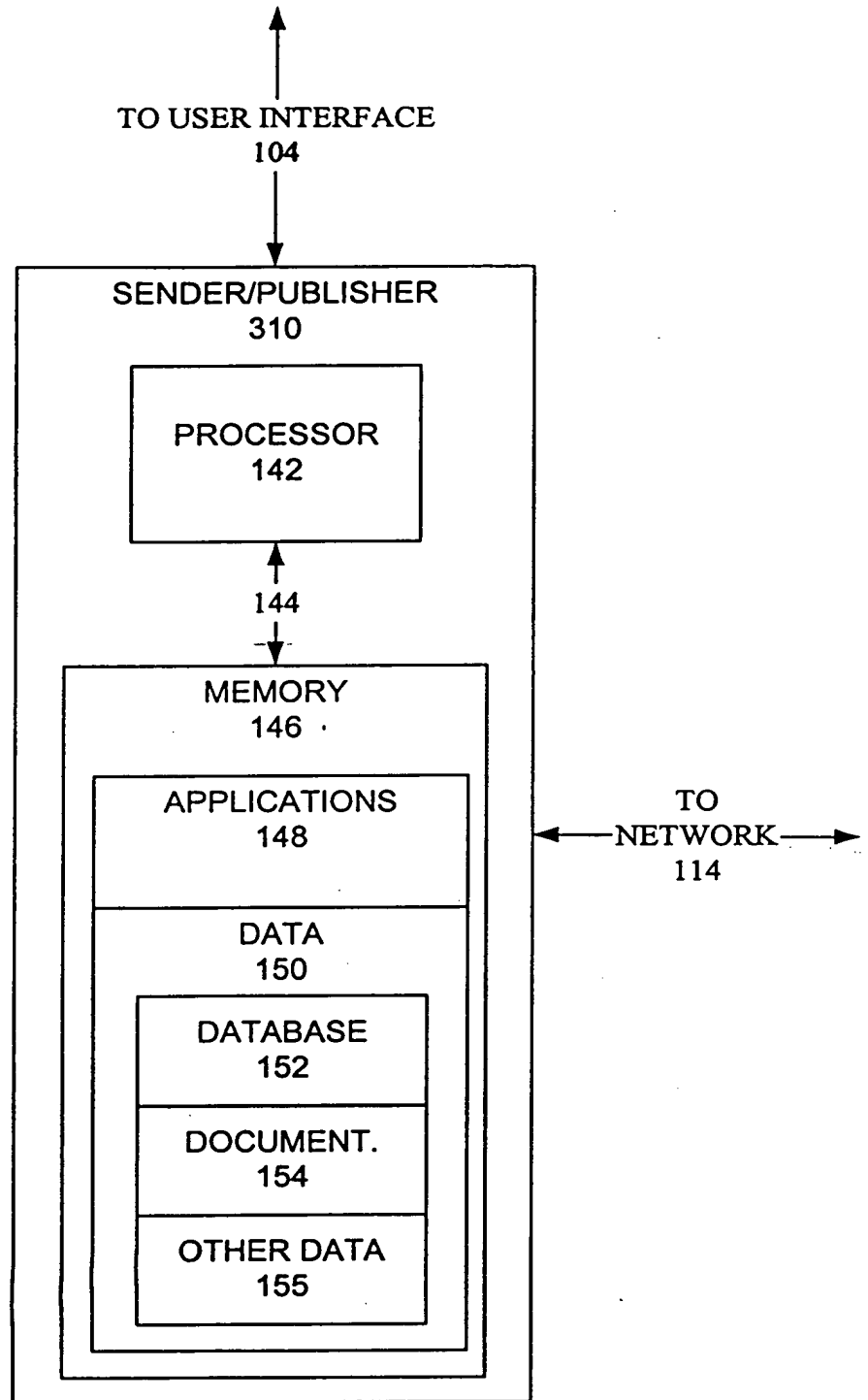


FIG. 1



*FIG. 2*

400 —→ STORYTELLER ID = ECOUPONS

402 —→ PRODUCT VIDEO = BOOKRETAILER.COM\PROMO24\ISBN12980.MPG

404 —→ PRODUCT PICTURE100DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 100DPI.JPG

406 —→ PRODUCT PICTURE200DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 200DPI.JPG

408 —→ PRODUCT AUDIO ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV

410 —→ PRODUCT AUDIO SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.WAV

412 —→ PRODUCT TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV

414 —→ PRODUCT TEXT MANDARIN = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.UNI

416 —→ OFFER TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER ENG.TXT

418 —→ OFFER TEXT SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER SPAN.TXT

420 —→ PRODUCT SKU = 98374822

422 —→ FULFILLMENT SERVER URL = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER ENG.TXT

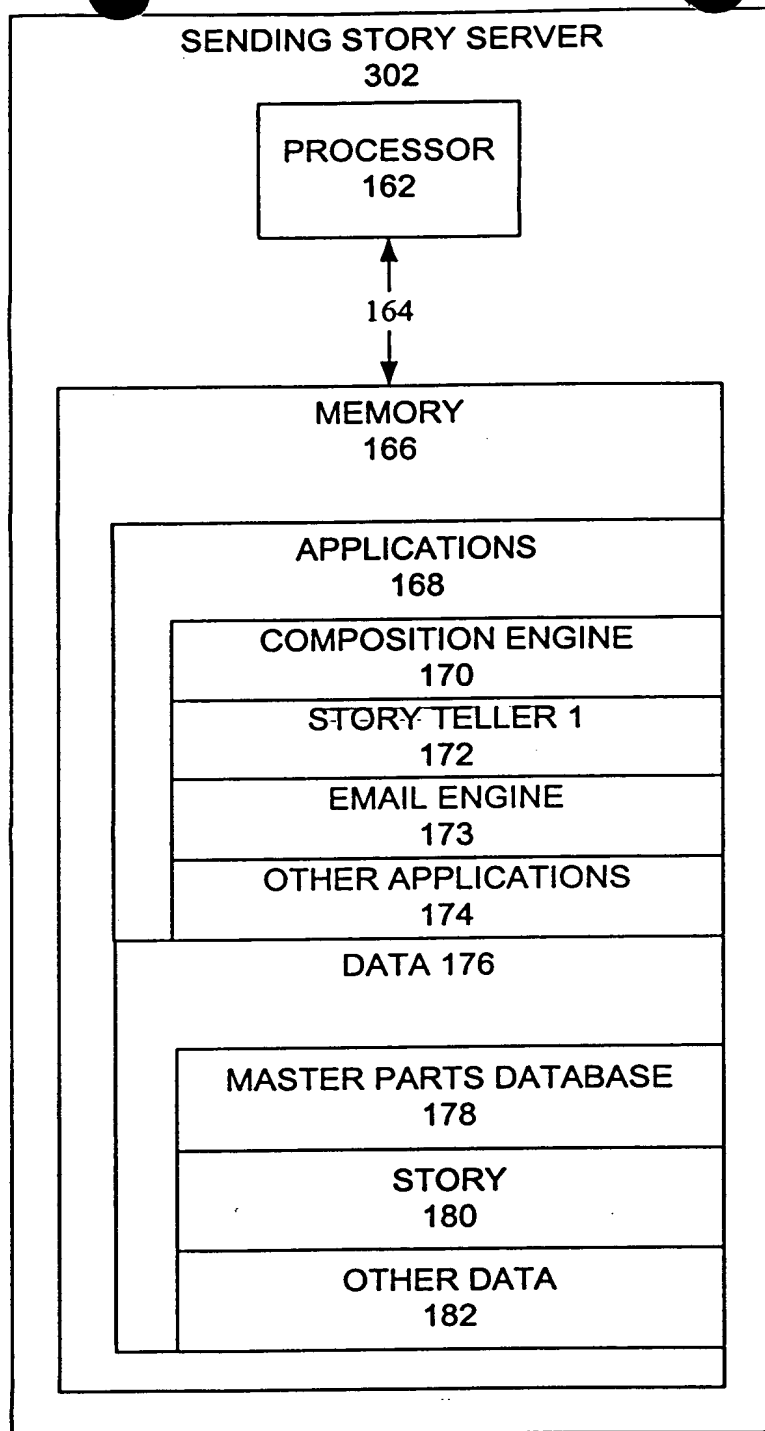
424 —→ FIRSTNAME = DAVE

426 —→ EMAIL ADDRESS = DAVESAXBY@HOME.COM

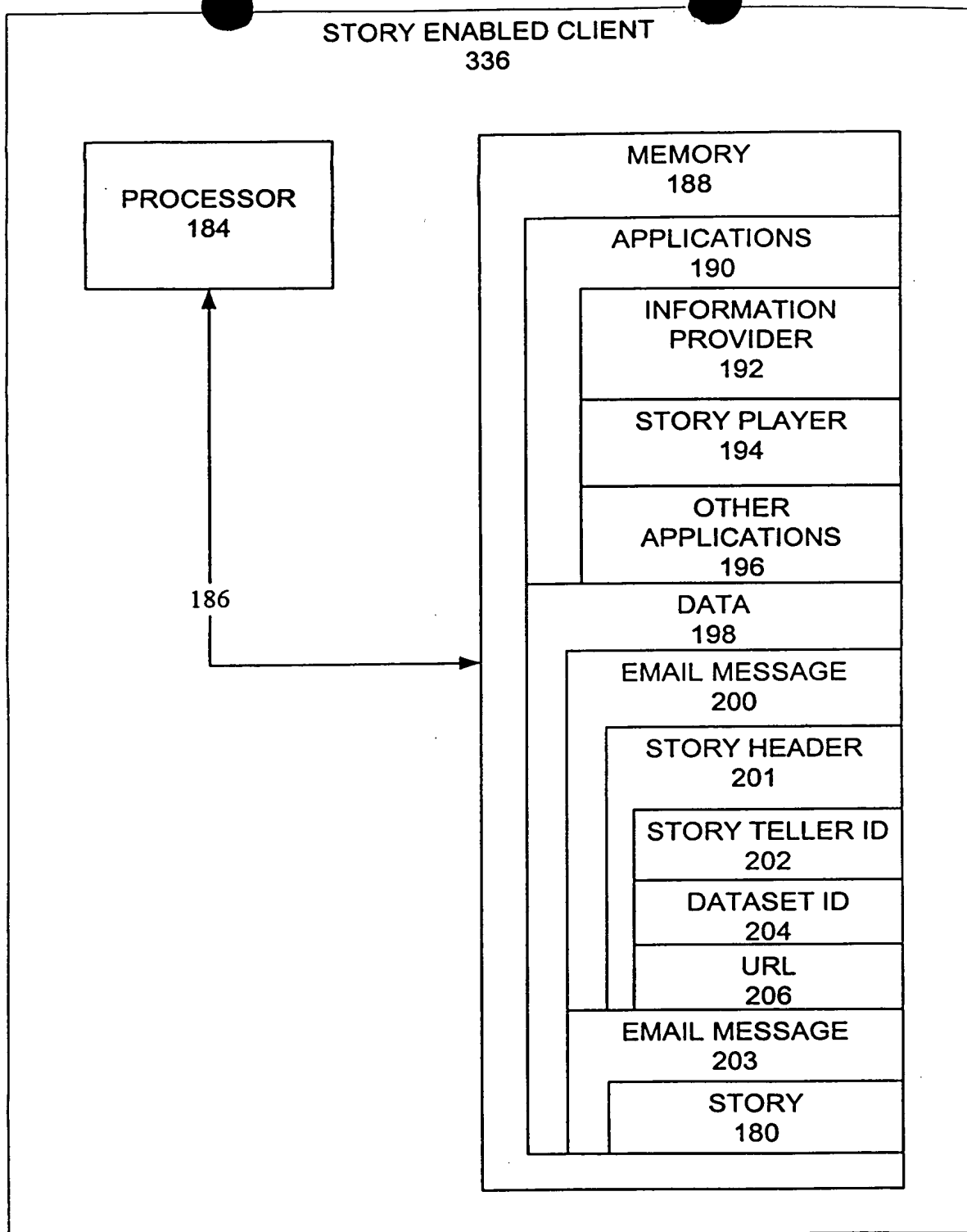
428 —→ CUSTOMER ID = 29604830

430 —→ MASTER DATABASE ID = BOOKRETAILER ECOUPON PROMOTION 24

FIG. 3



*FIG. 4*



*FIG. 5*

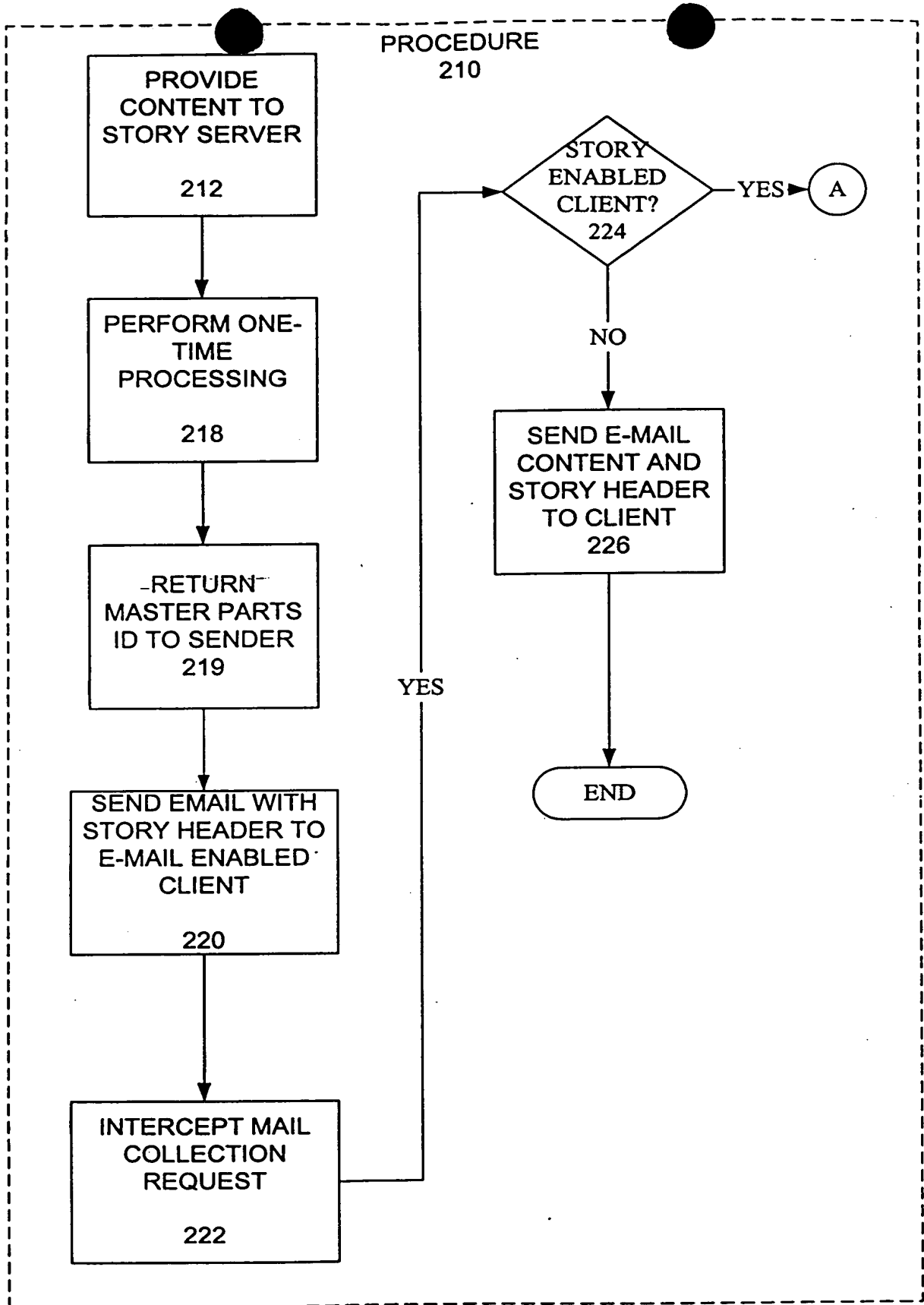


FIG. 6

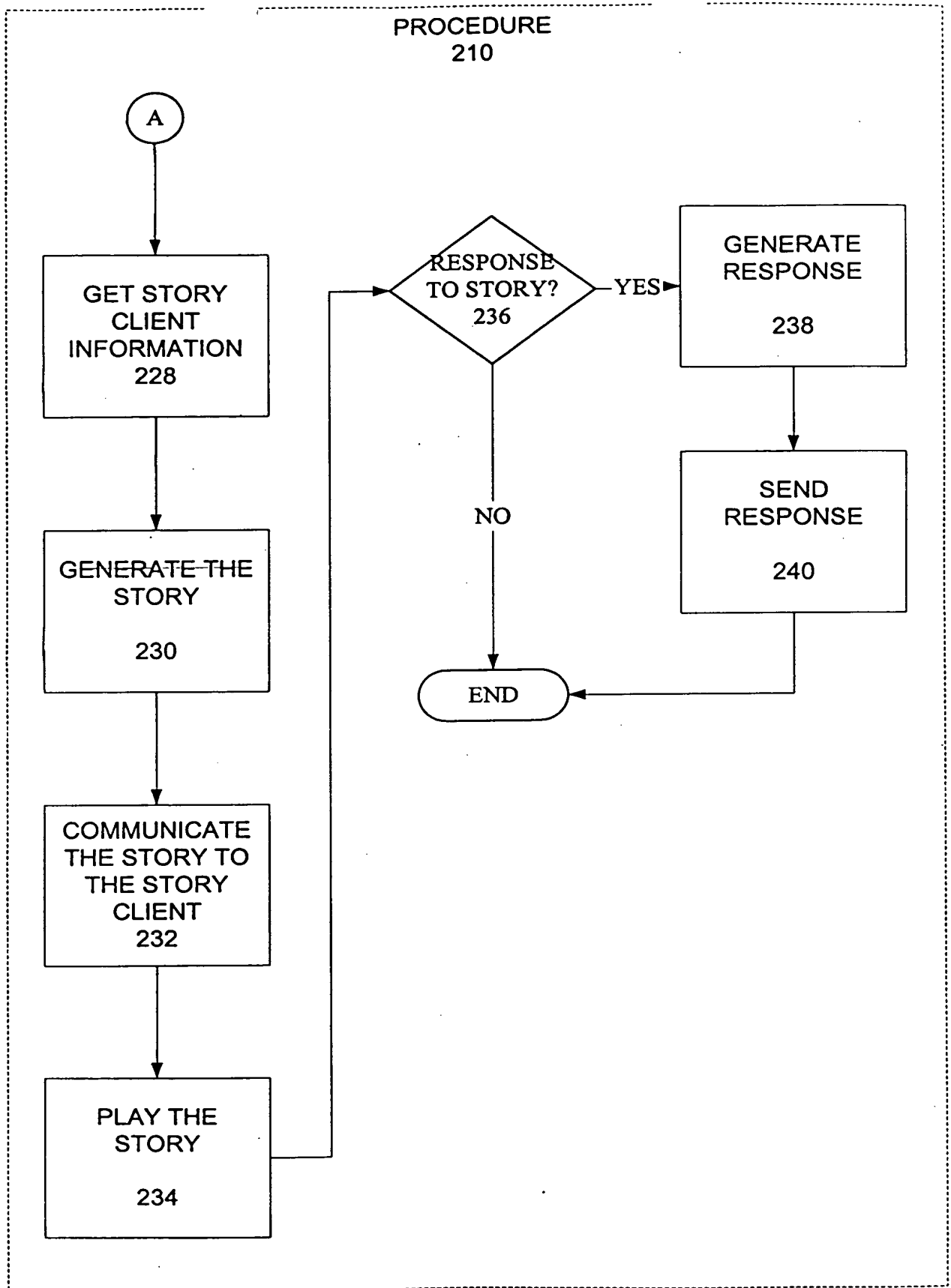


FIG. 7

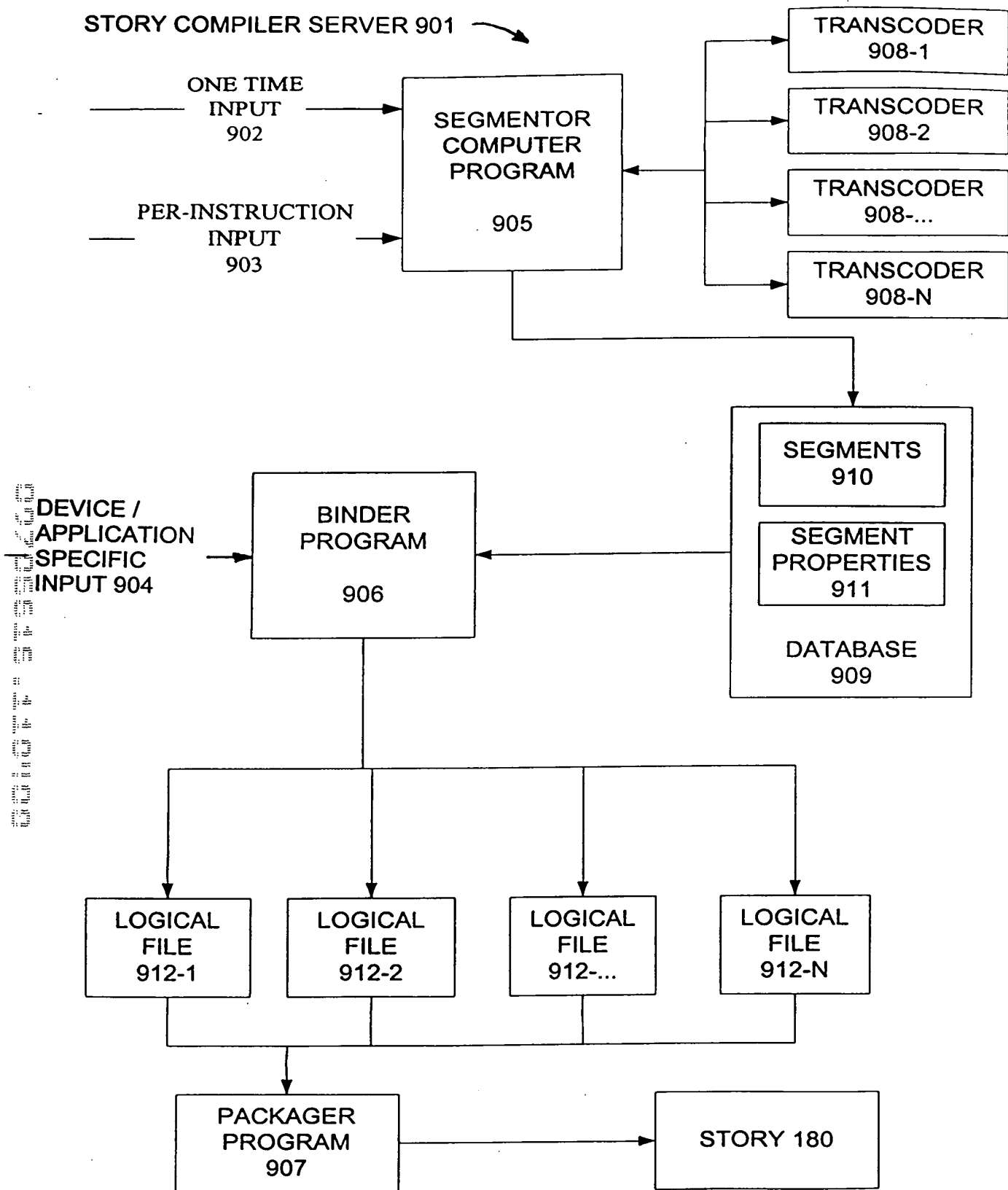


FIG. 8



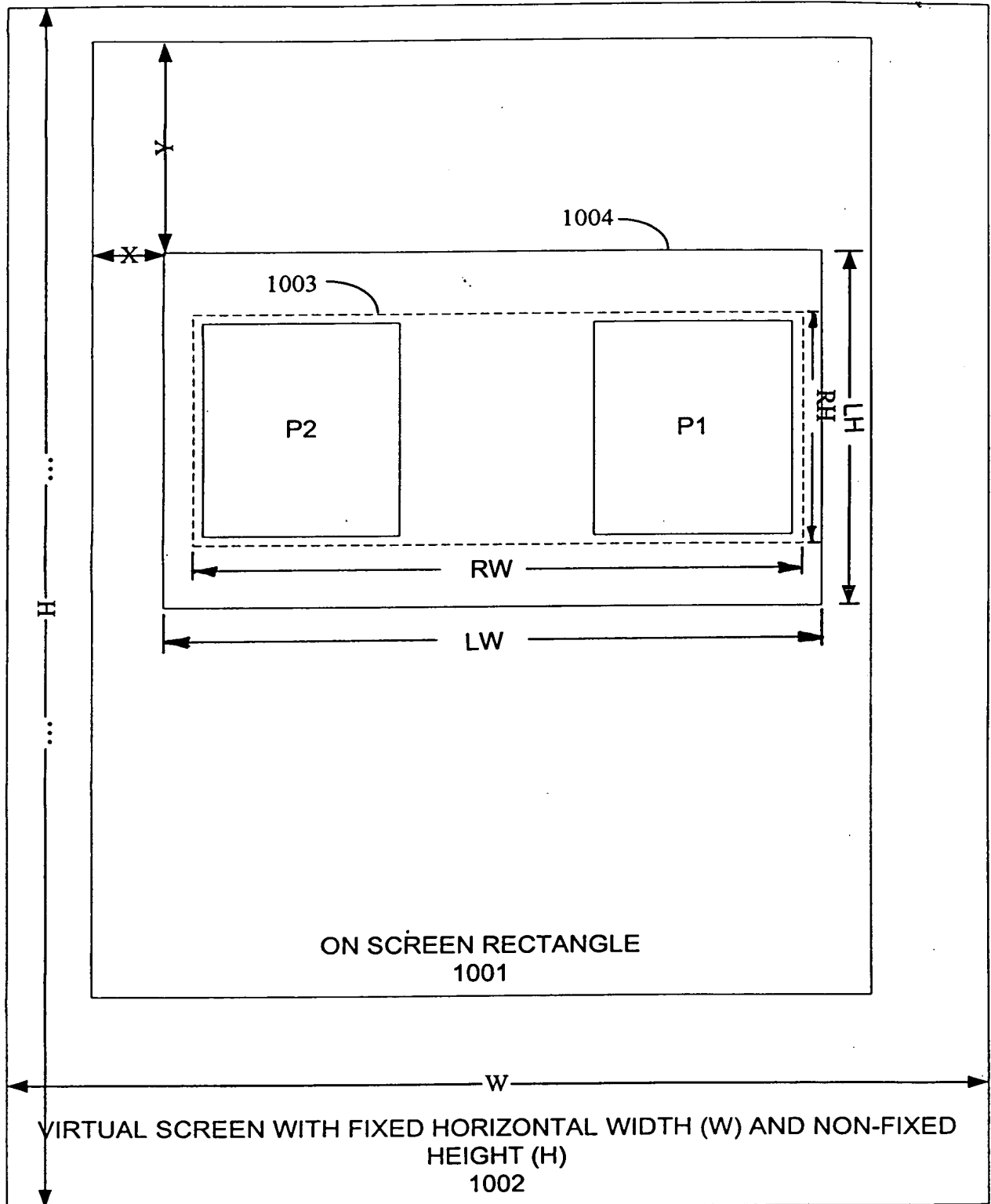


FIG. 9